

## Enpresence Service

Enpresence is a mobile peer-to-peer (P2P) service for members of online communities that alerts members to people, products or services that are nearby. Advertisers can reach those members who have opted in to being alerted to classes of products or services. Social networks can give their members greater access to each other, when they are near each other, through the use of the ever-ubiquitous cell phone. Enpresence's proximity detection works within 100 meters of the subscriber's device, allowing advertisers and social networks to serve and target subscribers with the greatest contextual relevancy.

The company was founded to break down the barriers between the real-world and online services like social networks, community and marketing. Enpresence aggregates these services on a mobile phone and delivers contextually relevant (proximity-, time-, preference-oriented) information to its membership. Using Bluetooth, Enpresence automatically detects the presence of members and delivers them light weight and rich media to their mobile phones. Bluetooth enables P2P networking and presence sharing independent of operators; members are not required to incur costly mobile phone call or SMS costs. In 2006 an estimated 250 million Bluetooth-enabled mobile phones will be sold globally and the number of devices being sold are growing rapidly.



The Enpresence mobile service also provides complex P2P agent-based matching of member profiles and preferences with other member profiles. Services include P2P messaging, profile and presence sharing, photo galleries, groups, and much more. Member registration and profile maintenance is performed through partner communities and/or the Enpresence website, with integration occurring through a secure web services-based architecture.



Marketing to Enpresence membership is done through inexpensive point-of-presence (POP), installed at stores, malls, restaurants and other establishments. The owners/operators of these locations can manage their own promotions and media through a web-based management application.

## Market

In 2005, worldwide spending on advertising accounted for over \$400 billion and specialist communications, which includes direct, interactive, and internet communications, was almost \$800 billion. Traditional media, such as TV and Newspapers hold a large but rapidly dwindling share of ad expenditure as consumers are increasingly spending less time using these channels. Meanwhile, an explosion of media options has fragmented traditional consumer bases and marketers are finding it increasingly difficult to connect with their audience(s). Marketers looking for new ways to reach consumers are turning to new channels such as video games, podcasts, and mobile phones and marketing budgets are rapidly following suit. Analysts and marketing executives agree that mobile advertising will soon become a very large industry as the CMO of Verizon Wireless stated when he estimated that the market will be over \$30 billion in size as stated by the CMO of Verizon Wireless. Major companies have been increasing the use of SMS and mobile web marketing campaigns over the past 4 years and over 40% of brands have already deployed SMS messaging campaigns. Bluetooth proximity advertising offers richer media than text message, is not subject to mobile operator and FCC restrictions, and is virtually free to both marketers and consumers.

---

## Business Model

Enpresence is a business-to-business mobile proximity service with a set of community features that it offers free to online communities, who in turn offer them to their members as a mobile extension to their service. Like the well-established “internet model,” Enpresence generates revenue through marketing to the consumer in a rich and contextually relevant fashion – by offering goods and services that match member preferences.

Enpresence’s dynamic proximity marketing solution is targeted at three categories of businesses: corporate establishments with multiple large locations (e.g. a chain of stores), small/mid-sized establishments with a single location, and operators of outdoor/indoor advertising displays (e.g. from malls to phone booth displays). The pricing model includes a periodic service fee adjusted for deployment as well as transactional (CPM) advertising fees.

## Advantages

In the community space Enpresence is the only mobile service that provides a single solution for matching members within and across communities based on their profiles, preferences, and proximity to one another. Enpresence estimates that there are over 100 million members of online communities worldwide with many having accounts on multiple services. Enpresence is the only mobile service built to extend these existing services rather than building a membership base from scratch.

Enpresence is evolving mobile proximity marketing from present day here and now broadcasting to a highly relevant promotional vehicle which adds user profiling and preference based personalization to provide promotions and information that’s much more relevant to the user. The addition of rich community generated member profiling and preferences, Enpresence is uniquely positioned deliver content more accurately than any competitor. These promotions may be constructed by the advertiser and delivered to targeted members that have opted-in to the service. Alternatively, members can create virtual personal shoppers which query POPs they encounter for products and services that meet the interests of the member.

A number of companies and technologies have been initiated in the proximity advertising space, but none has a clear dominance and all have focused on indiscriminately broadcast coupons, promotional messages, and content to consumers. Companies such as WideRay, Bluecasting, and Breeze Tech have had early success in deploying Bluetooth-based broadcasting solutions as part of marketing campaigns for the likes of BMW, LandRover, and Twentieth Century Fox. These first-generation products push text, images, and video to consumers, and allow them to interact with the content.

Enpresence’s patent pending agent-based technology for targeted content delivery (push based) and active content discovery (pull based) for mobile phones combined with online communities and the detailed sets of profiles and preferences provides an extraordinary solution for mobile marketing.

## Team

Enpresence was founded in 2004 by Ben Taylor and David Cowing who have worked together for the past 12 years as technology and strategy consultants and entrepreneurs. They met and began working together in the early 90’s at Cambridge Technology Partners (CTP) where they built the Internet practice and helped dozens of companies evolve existing business and build entirely new ones through the use of new technologies. After CTP they went their separate ways for a period during which Ben co-founded Boston based NerveWire to build eMarkets for the likes of Nokia, Cargill, Novartis, and State Street. Ben then co-founded E5 Systems to do offshore application maintenance and development services in China prior to founding Enpresence. Meanwhile, David helped start Zefer, a strategy led internet consulting company, where he built the New York technology delivery team and the national technology practice. David delivered technology and strategy projects to many clients, including Citibank, Wells Fargo, Sun Microsystems, and NEC.